

Serial No. 09/196,338  
In reply to Office Action mailed July 25, 2005  
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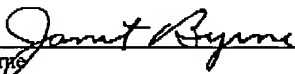
**PATENT****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|             |                                  |                      |
|-------------|----------------------------------|----------------------|
| Applicant:  | Sean Handel et al.               |                      |
| Serial No.: | 09/196,338                       |                      |
| Filed:      | November 19, 1998                | Group Art Unit: 3622 |
| Title:      | A PERSONALIZED PRODUCT<br>REPORT | Examiner: A. Duran   |
| Docket No.: | 60021-302901                     |                      |

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
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I certify that this paper is being transmitted by facsimile to the Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, via the facsimile number 571.273.8300, on January 23, 2006. (37 CFR 1.8a)

  
Janet Byrne

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Dear Sir:

This is in response to the Office Action mailed on July 25, 2005. Please consider the following amendments and remarks.

**Amendments to the claims** begin on page two (2) of this paper.

**Remarks** begin on page nine (9) of this paper.